HOW-TO-MARKET-FARM PRODUCTS-FOR-PROFIT

By GRANT SLOCUM

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The Farmer

"Let the wealthy and great
Roll in splendor and state,
I envy them not, I declare it;
I eat my own lamb,
My chickens and ham,
I sheer my own fleece and I wear it.
I have lawns, I have bowers,
I have fruits, I have flowers,
The lark is my morning alarmer;
So my jolly boys, now,
Here's God-speed the plough,
Long life and success to the farmer."

How to Market Farm Products for Profit



I HOLD these truths as self evident: *First:* that the demand for farm products is definite and has a limit. *Second:* That the farmers are supplying every demand at prices which bring but fair returns for the labor and money invested. *Third:* That over-production brings the price of farm products to an unprofitable level.

THEN, the problem is not merely to "grow two blades of grass where only one grew before;" but "how can we more profitably dispose of the first blade?" The two elements of successful agriculture must be considered: *First:* "The successful growing of crops"—a science; and *Second:* "Selling the products of the farm at a profit"—a business. Both essential elements—one the subject of deep study; the other wholly neglected.



How to Market Farm Products for Profit

COMPILED BY
GRANT SLOCUM

¶ *Practical plans on preparing for market and selling Farm Produce that have proven profitable to farmers, both as individuals and as co-operators*



FIRST EDITION

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The Business Farmers of America

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PREFACE

IT SEEMS but yesterday, yet the calendar tells me that when October shall again add her gray tints to growing things in field and wood-lot, nineteen years will have passed since we took up the knotted skein. The free end was finally located, the re-winding easy—but oh, the unexpected knots we have encountered. That part of the skein so far unraveled is in your hands. Hold it square and fair, not too tight, for your neighbor must have a part in the re-winding, and yet not too loosely lest a few rounds drop, into which new knots will certainly fasten; then the work must be done over again.

Many centuries have passed since the subjects of King David made the weary rounds on the ancient threshing floor. The sickle used by the Egyptians is now but the emblem of frugality; yet men are living today whose grandfathers used both the threshing floor and the sickle in garnering their harvests. Marvelous strides have been made in scientific agriculture during recent years. Every element of agriculture leading to the production of better and greater crops has had the conscientious study and thought of men equal to the task. The importance of agriculture in the welfare of the nation has long been acknowledged, and national and state aid, through the instrumentality of the agricultural college, has established the fact that agriculture is a science. While it is true that the American farmer must make some wonderful strides in production per given

acre before he can match his brothers across the water, none will deny but that this part of the skein has been unraveled, and we have only to await with patience the rewinding. Soil robbers we have been, all of us, and outraged nature will not reward the husbandman with more bountiful favors until the debt has been paid—dollar for dollar.

We have spoken of the scientific side of agriculture; of the growing of crops and the fertility of the soil. But agriculture is pursued primarily for the gaining of a livelihood, not for the extension of knowledge. This being the case, agriculture IS A BUSINESS and not a science. Practical business methods are the masters upon the farm; science is the farmer's helpmate. The farmer makes his living by means of trade, therefore it naturally follows that he must possess business ability. He must be able not only to successfully grow crops, but to sell the products of his farm at a profit.

The conditions of trade are ever changing, and the farmer, like those engaged in every other line of business, must quickly adapt himself to the new conditions, or meekly accept the inevitable result. We are living in an age of organization. The age of competition, depended upon as an aid in profitably disposing of the products of the farm, has as surely passed as has the use of the threshing floor and the sickle, as aids in gathering the golden harvest. As you plow your fields today, in yonder market-place men of wealth are gambling in futures—placing a price upon the harvest you expect to secure from seed yet unsown. As you prepare for the harvest, men fight like demons in the grain pit to unload their "futures" or to take advantage of some reported shortage in the supposed supply. In your nearby market-place, the organized buyers met this morning at ten, discussed conditions and named the prices on that which you have to sell. The wheels of the great presses are

set in motion, and the daily paper on the morrow brings you tidings of market conditions, the future outlook, and names the ruling prices—whether you have made a profit on your farm, or suffered a loss on that which you have produced, is told on the market page.

The tide of prices ebbs and flows. The disturbing factor is not the supply and demand, but the manipulations of those who gamble in that which you produce. Back on the dirty, busy streets; way over there in the manufacturing districts of the great cities, you will find little children, yes men and women too, literally starving for that which you have in abundance. Their hands are outstretched, but an impassable gulf, over which no rail was ever laid, lies between. Tens of thousands of workingmen are plodding their weary way home tonight, after a hard day in the din and noise of the boiler shop, or in the dusty molding room of yon great factory. They stop at the little market place and buy the products from your farm. The price is high, excessively high, when the number of little mouths to feed is compared with the daily wage. They look away over the smoke ridge to the farms beyond, and curse the farmer for his avarice in setting the price on the products of his farm so high.

He fails to discern the multitude of middlemen, who, like skulking shadows, have followed that very product from the farm to the little market place, exacting a toll at every turn in the road, and rendering no service to either producer or consumer commensurate with the toll exacted. The farmer today is making but a reasonable profit—a meager profit when compared with the returns from investments in any other line. If this be true, then increased production and the consequent lower prices, will not aid in unraveling the skein. When the farm factories are profit-

able, the wheels of industry hum; when the farm factories cannot run at a profit, national prosperity is without motive power.

Ultimately the farmer must reach the consumer of his products. The first step in that direction places the farmer in a position where he handles the business end of his business, and places the products of his farm in the consumer's market, free from the "red toll tags" of unnecessary middlemen.

To be an aid to the farmer, at least to the extent of making clear the way to take this first step, is the hope as well as the purpose of the author.

Grant Sloum

September 15, 1912.
Arcadia Farm,
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Michigan.

PART I.

Marketing the Product of Your Farm Factory



PPEARANCE, although a silent salesman, is always a big factor in closing a deal. The wise and successful manufacturer places the products of his factory upon the best market, in the best possible marketable condition. A great deal depends upon the finishing touches put upon the manufactured article. No matter how well a piece of farm machinery might be made; no matter how much attention might be paid to the details of construction, the manufactured article would find a very slow sale were it not for the fact that the machine had been painted, striped, varnished and made attractive when placed upon the market. The same rule applies to the sale of farm products. Farmers make a great mistake when they place products of any kind upon the market without first giving them the finishing touches—placing them in a marketable condition. No matter how overcrowded a market may be on a certain commodity, the first-class article will always bring a top-notch price. Ship your No. 1 products to the best market, feed the inferior quality to the hogs, and you will make money on the transaction. One of the most important features of the business end of farming is the preparation, grading and proper packing and shipping of your products. The farmer who is successful only in raising crops is a failure; he must know the other end of the business. In the pages which follow, we give you some suggestions along the line of preparation, shipping and marketing of the products of your farm, and trust we have gone into detail sufficiently to place you

in a position where you will be as well prepared to make your shipments as the local buyer, to whom you have not only looked for a market, but have given the privilege of naming the price upon what you have had to sell.

Car Lot Shipments of Grain

MARKETING WHEAT; SECURING A CAR, ETC.—First figure out the amount of grain you wish to load. If, for instance, you have seven hundred bushels to load, you should place your order with the local agent for a car of 40,000 pounds capacity. Recently the minimum load for wheat has been raised from 40,000 to 60,000 pounds, so if you ask your agent simply for a car in which to load wheat, you will be more liable to get a car with a marked capacity of 60,000 pounds than you would to get one of 40,000 pounds. Remember, if you order a 40,000 pound car, the railroad company is obliged to furnish it, but if you simply ask for a car in which to make a shipment of wheat, you will get a 60,000 pound car.

You will notice that the minimum is placed at 60,000 pounds, and this is the rule always, unless the marked capacity of the car is less, in which case the capacity of the car will govern. You must avoid getting a car that will hold more grain than you have to ship, because you are obliged to pay freight on the minimum capacity of the car. Shipping rules allow one to load 10 per cent above the marked capacity, and no more. We would advise that in making a carload shipment you try to have as near 1,000 bushels of wheat as possible; if you haven't this amount, surely some of your neighbors would join with you and help fill out the car.

EXAMINE THE CAR CAREFULLY.—In placing your order for the car with the local agent, remember that you are obliged to take your turn. If an order has been

placed for a half dozen cars ahead of you, you can expect to get the seventh car, so it is well to place your order some time before you wish to make the shipment. We have found a number of instances where the local agent gave preference to the local dealer, and turned cars over to them out of their turn. This will not be permitted by the companies, and in case you find an agent discriminating against you, immediately inform the Clearing House and we will see that you are supplied with a car in which to make your shipment without delay.

The first thing to do after the car is placed is to examine it very carefully. Inspect the floor very thoroughly for defects; tap with a hammer along the side to determine whether there are any spots that are defective. Many of the cars have been used for years, and the lining may look all right, but when you tap on it you will find that it is not sound. Look at the roof carefully; see whether it shows any signs of leaking. A car that has a leaky roof is supposed to be placarded accordingly, either by a sign nailed on to the car, or "Leaky Roof" printed on the body of the car. If the company turns over a car to you with a leaky roof, and it is not placarded, they would be responsible for any damage to your shipment that occurred in transit, but it is far better to make an examination and satisfy yourself that the car is all right than to go to the trouble of collecting damages from the railroad company.

READY TO LOAD.—Now that we have examined the car, and it has been properly placed, we are ready to load. With wheat, it is first necessary for us to get grain doors; if they do not come with the car, ask the agent of the railroad company and he will supply you, without charge. Nail these securely across the doors, being very sure that no cracks are left for the grain to run out. Examine the cracks and crevices carefully, for remember, wheat is bad stuff to sift through;

but with a little care in loading, it is very easy to have everything secure and avoid the possibility of serious trouble.

The door on the opposite side of the car from where you load should be nailed on first, then you can commence putting in the grain. Clean your wheat by running it through a fanning mill if you can; it will pay you well for the time and trouble. Some threshing machines do a very good job of cleaning, but others leave the grain in miserable shape. If your wheat is in pretty good shape, and you are not in a position to clean it, you can always sell on the basis of what it will grade after cleaning; this will cost about one cent per bushel, usually. If it is possible for you to do so, weigh the wheat before shipment; it will be more satisfactory to all concerned.

READY FOR SHIPMENT.—You will find it just as easy to load wheat into the ordinary car as into the hopper of an elevator; especially is this true until along towards the last of the load, when a little shoveling will be necessary. When the car is filled, be sure to nail up the false doors tightly. It is presumed that you have received instructions from the Central Clearing House as to just where this car is to be shipped. Therefore, all you have to do is to go to your agent, make out the bill of lading and send direct to us. The shipment will soon leave your station, and it is not necessary for you to worry or trouble yourself with reference to it. The Central Clearing House will take care of the sale and make you the proper remittance just as soon as the car arrives at its destination. Be sure to have the doors closed, and watch the agent seal the car. Never let a car lay on the track unsealed over night.

OATS, BARLEY, RYE, ETC.—The same general rules apply to the loading of grains of all kinds. To ship a car of oats, barley, rye or any other kind of grain, you should use the same care as suggested in shipping the wheat.

CAPACITY OF CARS.—Always remember the minimum load for the different kinds of grain, as established by the different railway companies. The minimum loads for the different commodities are as follows:

Wheat 60,000 pounds
Oats 40,000 pounds
Barley, Corn and Rye.....56,000 pounds

Thus, if a 40,000 pound car is placed on the siding for your use, you will understand that you can load it with 40,000 pounds, or up to 44,000 pounds of any kind of grain, (a 10 per cent increase is allowed over the marked capacity) and that the freight rate will be computed on the above basis. If a 60,000 pound car is placed for your use, you will understand that you can load it with 60,000 pounds of wheat, or 56,000 pounds of corn, barley or rye, or 40,000 pounds of oats. These are the minimum loads for the different grains, and no matter what the marked capacity of the car over the minimum for the grain being shipped, all you have to load is the minimum amount. The same rule would apply in regard to a car of 80,000 pounds capacity.

LOOK OUT FOR SMALL CARS.—Look out for small cars that are marked up in capacity. Many cars are being used by the railroad companies that are marked 40,000 pounds yet would not accommodate a minimum load of oats. As a rule, nothing under a 36-foot car will accommodate 1,000 bushels of oats. Wheat, rye and corn handle pretty easily as to the size of car; barley and oats have to be watched quite carefully, or you will start a car that will not load to the minimum capacity. For example, cars marked under the minimum of the different kinds of grain will load on a basis of the capacity marked on the car. Suppose we have a car marked 30,000 pounds; that car would have to be loaded with 33,000 pounds of any of the several grains, or 10 per cent

above the marked capacity, because of the fact that the capacity of this particular car is under the minimum of any kind of grain, and therefore compels the shipper to load to the limit regardless of the kind of grain he may have.

Marketing Hay in Car Lots

ONE of the easiest commodities for the individual farmer to handle and ship in carlots is hay. It is well for him to write us, giving us a good, clear description of the hay he has for sale. If you don't know just what grade it is, advise us as best you can as to the character of the hay and we can tell you about how it will grade. Use care in grading; by all means don't overgrade your shipment; it would be far better for you to undergrade. Nine out of ten farmers, on the average, cannot grade a load of hay simply because they have never given any attention to the business part of their business. Therefore all that we ask is that you tell us just what kind of hay you have. If clear Timothy, how is the color? Is it coarse and long or fine and short? If some Clover is mixed with the Timothy, about what per cent? What kind—Alsike, June or Mamouth? How is the color? If mixed with June grass, what per cent? How's the color? Maybe you have a Bluegrass mixture; if so, say so. If all clover, tell us what kind, or if there is a mixture of Clover in your hay, say so. If overripe, dead looking Timothy, tell us about it. You know exactly what you have, and you should impart the same knowledge to us, then we shall be in a position where we can place your hay where it belongs. Remember, if you do not tell us just exactly the quality of your hay, you are going to be disappointed when the sale is made, and we are liable to put your shipment in a market that does not consume that particular grade. Upon the character of the hay you have to ship depends the place where we will market it, and as markets

vary greatly with reference to the character of the hay they like best, we want to help you avoid mistakes in this connection.

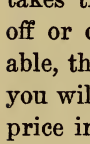
SIZE OF CAR TO ORDER.—But very few cars under 36 feet in length will accommodate 10 tons of baled hay. There are a few 34-foot cars that have the width and height to accommodate 10 tons, but they are few indeed; therefore, you should figure on 36-foot cars for hay baled in large or loose bales. Small baled hay will load in 34-foot cars, if put up in bales of normal weight. Some machines bale hay so lightly that you would have trouble in loading a small car, and therefore you should get the larger car, if possible. A 38-foot car must have 22,000 pounds as a minimum load. This is a new rule covering large equipment. The minimum load is 10 tons on all cars up to 38 feet—38-foot cars require 22,000 pounds as a minimum load.

DON'T WASTE ROOM.—Do a little figuring when you put the first load of hay in the car. You must not waste any of the room, as you will need every inch of space to get in the required weight. There is no set rule governing the loading of cars, therefore you will have to look them over and experiment with the space until you know just how to place the bales. A little time spent in arranging the bales in the end of the car will save you dollars in freight.

THE ONLY SECRET.—The only secret in loading hay for shipment to any market is to have every bale in the car just as nearly alike as possible. If you have more than one car of hay, make the first car of uniform grade at all cost, and make the other what you have to. When the hay reaches the distant market, the uniformity of the grading plays a mighty important part in the price we can secure for you. For instance, suppose you have a car of hay on the track that isn't quite a No. 1 Timothy, and it isn't really a No. 2. It was loaded uniformly, every bale alike. A customer will

look it over and pay a good, long price for the car, possibly the price of No. 1 hay. If there had been one bale of No. 1 hay in sight, it would have shown him the difference at once, and perhaps reduced your price 50c or $1.00 a ton. On the other hand, let us suppose that we have a car of hay billed as No. 1, which opens up all right until we get to the second course. Here we find two bales of very ripe hay, which will grade as No. 2. The natural result follows: the customer kicks, the deal is off, or we must allow a cut on your price of perhaps a dollar a ton. The buyer does not know how many bales of No. 2 hay are contained in the car, and he takes the benefit of the doubt, and either declares the deal off or demands a reduction. Make your shipments dependable, then you will not only realize the best possible price, but you will build up a reputation that will get you the top-notch price in any market.

Reaching the Potato Markets



ERE we have another commodity which the farmers can just as well handle in carlots as to turn them over to the dealer. Farmers generally are perfectly familiar with handling potatoes, and they know how to make up a shipment, as to quality. It doesn't make very much difference what a given shipment of potatoes grades at one end of the line or the other; the main thing is to put up the shipment so as to have the potatoes uniform in size and appearance. When your car reaches the distant market, and the buyers are making an examination, they will see at a glance just what grade of potatoes you have shipped, and you will get an outside offer for them. On the other hand, a uniform, well-sorted car of potatoes places the Central Clearing House in a position where they can demand a certain price for the shipment, with every assurance of getting it.

LOCAL SHIPMENTS IN SACKS.—There are times

when the farmer can make money by shipping in sacks to the nearby cities. Regular potato sacks should be used, and should be sewed up so as to accommodate 2½ bushels. Sewing up a potato sack is a simple matter, but a few suggestions may help you: As the sack sits upon the floors, take your needle (which should be a regular sack needle), insert through the two edges of the sack about 4 inches from the left side; take a half hitch in your twine so that it will hold. Now take your left hand and form an ear of the 4 inches formed between where the needle has gone through and the side of the sack. Around this ear so formed run the twine, making two loop hitches. Then start to sew over and over until about 4 inches from the other side; here form another ear in the same manner. This will make a nice package; one that looks well to the buyer, and then can be handled with greater safety and much easier than where you try to tie them. If you put up the package honestly, sort well, and sew the sacks securely, your shipment will go through on the same basis as put up and invoiced.

REMEMBER THE SHIPPING BILL.—In making a local shipment, be sure that your shipping bill shows plainly the number of sacks and the weight of the shipment. The local agent is expected to assist in making out the shipping bill, therefore if you have any doubts as to just how to fill it out, ask him to do it for you. Don't let him write on the shipping bill, "Quantity of Potatoes in Sacks." Be sure that you give the number of sacks and the weight of the shipment; this will save lots of time at our end of the line, and put money in your pocket. We furnish shipping tags, and these should be securely attached to the top of each sack. This can be done very nicely with the sack needle. Don't put the tags on the side or bottom of the sack where they are liable to be torn off. Where it is possible to do so, we would advise

the weighing of each sack, so that you will know just what you are shipping us, and we can tell whether there has been any loss in transit.

A WORD ABOUT FREIGHT CHARGES.—You understand that there is a decided difference between rates on local and carlot shipments. Therefore it is well for you to be very careful to get your price from us before shipping. If you will write us what potatoes are worth in your local market, we will advise you as to what it is best for you to do with reference to your shipment. If you are not satisfied with the local price, and want to take your chances on a shipment, remember that we are ready to handle whatever you may ship us, and will get you the very best price, at the very best market. We cannot do any more, and certainly your dealer cannot offer more than you can get through the Central Clearing House.

SHIPMENTS OF POTATOES IN CARLOTS.—Until freezing weather arrives, carlot shipments of potatoes are very easily handled. Order your car and then get your shipment ready. Sort as closely as the stock will permit; it will pay you in the end. If it is possible for you to do so, weigh your potatoes, and before they are placed in the car, see that it is in good repair. If it needs repairing, have it done. If the local agent will not see to this, don't use it; order another car. Don't take a chance on any old rattle-trap of a car that may have to be transferred on the road, with consequent chances of a shortage and many other troubles. Sweep the car thoroughly, and dont load a car that cannot be properly cleaned out. Salt in the bottom of a car will lose you 5c per bushel. Board one door crosswise, and then put in your potatoes, boarding up the other door as the car is filled. Don't leave the door next to the loading track with no protection; if you do, when the door is opened at destination, out come the potatoes, and you are going to have a loss.

READ THIS PARAGRAPH CAREFULLY. — In making early fall shipments, the doors should be left open for ventilation; a space of about 6 inches is usually about right. On the outside of the boards that go across the doors, and tight up in the corner where door closes, nail a board, about 6 inches wide, upright to reach close to top of door. This is so that potatoes cannot be taken from the space formed by leaving the door open. This is for the double purpose of letting the air in and keeping the potatoes from getting out. When cars lay on the track in large cities, there are always plenty watching for an opportunity to get something without paying for it. Put a block behind the door, and nail it securely; also nail strips on the board reaching across space formed, and nail to door jam or body of car; one at top and one at bottom. For a shipment not needing any artificial or other protection than the regular box car affords, the above will cover the requirements very nicely, and if carried out, your shipment will reach destination in good shape. We would advise you not to send large and heavily loaded cars where it is possible to get small ones. They do not sell so well; it takes longer to load them and unload them, and therefore car service is liable to accrue; the average market does not like large cars. On a normal basis, five or six hundred bushel cars will bring one to three cents per bushel more than the larger, heavily loaded car. This rule, of course, does not apply to cars that are to be lined and fired through. When you go to this expense, you very naturally want to load the limit.

How to Line a Car for Shipping Potatoes

THE COST AND THE PROFIT.—It would be well if all potatoes were shipped during the fall, so that it would not be necessary to transport this perishable product during freezing weather. Under present market conditions, however, the buyers take advantage of this

very fact, and prices are lowest when shipments can be made easiest; as a consequence 30 per cent of all shipments of potatoes are made during freezing weather, or at least during the season of the year when it is not safe to take chances on the weather freezing a shipment. This being the case, it is quite necessary that we consider the expense of lining a car so as to afford protection in transportation during freezing weather. To those who have lined a car, it is a very simple matter, but when you speak to the average farmer about this expense, he turns to the local dealer. However, the individual farmer who raises any quantity of potatoes, or the farmers of any community, can well afford to line a car and thus be in a position to take advantage of the market conditions.

LOOKING THE CAR OVER CAREFULLY.—Now that you have ordered a car which you expect to line, let us look it over and see what protection it affords in itself. If the car does not afford any protection in itself, if it is old, the joints open, and the lining out, then you would practically have to make a new car and you don't want it. If you are going to the trouble of lining a car, you want a good car; one that has a good floor, no holes, tight-fitting doors, and with sides and ends lined as far up as possible. Get the original inner lining in good shape, patch up the holes, and put boards where there is no lining at all. This affords your first protection.

NOT DIFFICULT TO LINE A CAR.—What we want to accomplish is to prevent our car of potatoes from freezing. The potatoes that touch the bottom, sides and ends of the car are the ones that you have to look out for; therefore what we are trying to accomplish is to protect the shipment at these particular points. In order to do this, we want to make a regular box right inside of the car. We will make this box of such dimensions that it will allow an air chamber all around the bottom, sides and ends of the car. This air cham-

ber not only gives you added protection against frost, but through this you have a circulation of the warm air from your stove which passes under and around the potatoes and prevents them from freezing.

THE NECESSARY MATERIAL.—It is a good idea to cover the car floor first with a double thickness of good building paper. We are now ready for the floor proper. We will first cut 2x4's of sufficient number that they will be about 4 feet apart; cut them so that they will reach within 2 inches of each side of the car. Split off a 2 inch piece from a 2x4, 6 inches to 12 inches long, and slip in the space formed. Place the first 2x4 within 6 inches of the end of the car; place the one by the doorway just inside the door line. Now tack a couple of strips on these 2x4's to hold them in place until you get the sides and ends ready. For the sides, we will cut 2x4's long enough to extend from the floor to the ceiling, one for each floor piece. Stand these pieces upright, either inside or outside the floor pieces, so the outside edge will be just even with the end of the floor piece. These upright pieces will need to be nailed but little; they cannot spread at the bottom because of the little 2 inch blocks you have put behind the floor piece—just tack enough to hold in place. At the top you will have to have blocks behind, and also about half way up the side, to keep the sides from springing or bulging. The ends of the car can be fixed just the same, the only exception being that the floor piece will be sidewise instead of endwise; you can put the upright pieces from the floor to the ceiling just the same. Put blocks behind the pieces on the floor and half way up and on ceiling, as in the case of the side wall.

LAYING THE FLOOR, SIDES AND ENDS.—The framework for your lining is now complete. The next thing to do is the laying of the floor, sides and ends. We will first cut our boards, which may be of any rough, sound lumber.

We will lay the first board right up tight to the outside, or next to the upright pieces of side wall; one end of our board will be in line with the front or doorway—complete this floor on the same basis as started. We will next board up the sides. Start at the bottom: your first board will rest on the floor board already laid; this makes a tight joint here; complete the side walls as started. The ends come next. Cut your boards so that they will just fit nicely, coming on top of the floor boards and up against the side boards. This will form pretty close joints, if boards are sawed off square. One layer of boards is all over the frame, floor, sides and ends. We do not figure that this will give us the protection required —we must have more than this to protect our shipments at some times during the winter months.

EXTRA PRECAUTIONS.—We will take some of that good building paper that we had left after laying the floor, and place a layer on the new floor, sides and ends—a complete covering over all the work we have done. We cannot leave it in this manner, as we could not shovel potatoes on this paper, and we need more protection. Very well, then, we will lay another course of boards over the entire surface, floor, sides and ends. This makes a double layer of paper on the original car floor; a 4 inch space under the floor; a 6 inch space on the sides and ends; a layer of boards, a layer of paper and another layer of boards as the support and protection of your shipment. This makes everything complete with the exception of the fronts next to the doorway; this you will leave until you have as many potatoes in the car as will stay without rolling out into the doorway. When all are in that will stay, put one good, strong 2x4 in the center, edgewise; fasten this to the floor very securely. When the other end of the car is completed in the same manner, place a 2x4 across the doorway space from one of these upright 2x4's to the other at about the center point of pressure.

This is so that no matter how much jolting the car gets on the road, your potatoes will not break through the bulkheads. If car is fired, one thickness of boards will be sufficient; if not, fix just as balance of car. If, for any reason, you do not think necessary to fire the car through, I would suggest putting some strips across the doorway, over which fasten securely some good, strong building paper. On the outside of the doors, I would place building paper, folded all around the doors, over the cracks where the door shuts together, and around the track at top. Do not be afraid of being overcautious.

ARRANGING FOR HEAT.—If the shipment is to be fired through, get one of the regular stoves for the purpose. Fasten this to the floor in the center of the doorway. These stoves will have holes through the feet so that you can screw them fast to the floor. The pipe also is so that it can be fastened securely together. Board up about two feet of the door, through which you can run the stove pipe; cut a hole a little larger than the pipe, over which place a tin with a hole cut just large enough to let the pipe pass. This is to avoid danger of fire to the car from over-heated pipe. Coal is by far the best to use for fuel, wood is too flashy—first your car is overheated, then your fire is out.

Not One Shipment, But Many

A BIG EXPENSE.—You will say that it is a big expense to fix up a car for shipment; that it takes a lot of lumber and time and does not appear to you to be profitable. Remember that in any case you get your linings returned. And here's a little suggestion that will place you and your neighbors in a position where you can utilize this lined car to ship all of your potatoes during the winter months. Get the members of your local organization to join with you in preparing this car for shipment, and let

them help you line it and pay their share of the expense. Tell the agent of the railroad company at your station that you want him to get you a good box car that can be lined for shipping potatoes to Pittsburgh, or any other point the Central Clearing House may suggest, and inform him that you want that car to re-load. When you get ready to bill, be sure to see that the car is billed so that it will be returned to your station to re-load with potatoes for the same market. In this way the car that you have lined is at your service and will be returned, and can be used to make all of your shipments.

DON'T WORRY ABOUT THE COST.—Do not worry about the car that is lined for potatoes. If you don't want to load it when it comes back, you will find plenty, either at your station or at the next station on the line, who will be mighty glad to get it and pay you well for the privilege of using the lined car. You can surely make a profit on the original cost. But the thing to do is to go in together and fix up a car or two, as you determine, and use them over and over again, just the same as the local dealer at your station. If you do this, your potato shipping problem has been solved, and you are in just as good shape to ship your potatoes during freezing weather as the local dealer, and therefore are in a position to get the maximum profits.

Beans — Local Shipments and Car Lots

THE FINISHED PRODUCT.—Let us suppose that a manufacturer of self-binding harvesters should decide to go through all the processes of manufacture except the final touches on the machine, and place it on the market. Now, let us suppose that this self-binder, unpainted, unvarnished and otherwise unfinished, should be turned over to some one else, at a price he might name, to have the finishing touches put on—painting, striping and varnishing—he

to set the retail price to the farmer. Do you think that manufacturing under such conditions would be profitable? That is just what you are doing if you raise and market beans. The farmers of Michigan and the northern parts of Ohio and Indiana raise almost 70 per cent of all the white beans raised in the United States. The value of these beans runs up into the millions, and yet the farmers take this valuable product of the farm to the bean dealers and allow them not only to set the price on the commodity, but to put on the finishing touches and sell to the consumer. The market demands hand-picked or completed beans. The farmer sells beans from the thresher, and gets the price offered for the raw material, leaving the bean dealer the advanced price always secured on a completed article. Every local organization should own a bean-picker. A few hundred dollars expended for the installation of the necessary machinery would place the farmer in a position where he could sell the finished product. If the members of an organization cannot get together and co-operate along this line, individual pickers should be secured by every bean raiser, and the finished product instead of the unfinished product should be placed upon the market.

CLEAN BAGS FOR LOCAL SHIPMENTS.—There is not a time when the farmer cannot make money by shipping hand-picked beans by the carload, and in nine cases out of ten, he can make money by sending us smaller shipments. The freight rate, however, on small shipments is rather excessive, and it is always advisable for the farmer to tell us local market conditions before making shipments. Ship your beans in nice, clean sacks. New bean bags do not cost as much as the regular grain bags, but they are all right for shipment and will place your beans on the market in a marketable condition. Sew up the bags carefully, the same way that we suggested in the case of potato bags, and be

sure that they are properly labeled and shipped us according to instructions.

ABOUT THE WEIGHT.—The regular weight of a bag of handpicked beans is 165 pounds, and the bags will accommodate this weight very nicely if they are properly sewed. For shipments that are made direct to us at Detroit, we are not so particular about the weight, as we can handle to just as good advantage sacks weighing 150 pounds, or 2½ bushels. Be sure, however, to have the weight either one or the other, so that the sacks will be uniform. Tag each bag at top, and let your freight bill tell just how many bags you have shipped us and the weight.

Wool

LOOK OUT FOR THE GRADE.—The one thing that you want to be very careful about in shipping wool, is the grade. You are accustomed to taking your wool to the local dealer and selling it straight, that is, so much per pound straight through. We cannot sell wool to the big dealers in that way, nor can your local dealer. All wool shipped to the larger markets must be graded by the buyers, and while we are on the ground and see that you get a square deal, at a price which will on the average give you a profit, remember that the wool from a flock of sheep will not bring a certain stipulated price per pound for the enitre lot.

A LITTLE ADVICE.—Unless local conditions are very unfavorable, we do not advise shipping wool in a local way, because of the conditions governing this commodity, and the difference in local and carlot freight rates. We have received a large number of shipments, and made money for the shippers, but this came from points where the local dealers were not paying anywhere near the right price. From such points we can do you some good every time, but would advise you to take the matter up with us before shipping, and we will go over the matter with you and determine what it is best

to do. Remember, sometimes our advice is worth more than our market—you get it straight, and you know just what you can depend upon.

ABOUT WOOL SACKS.—If you want to make a shipment of wool, write us and we will furnish you sacks, free of charge. Try to arrange to hang the sacks up, so that you will be able to stamp the wool down and get in the full capacity of the sack.

Shipping Perishable Products



LL perishable products must be shipped by express, until the people of the United States are allowed to enjoy the advantages of a general parcels post, the same as is now enjoyed by the citizens of every progressive foreign country. Express rates are high, and ordinarily mighty little attention is paid to handling shipments, therefore the farmer must see that perishable shipments are in good shape, properly packed and in convenient packages, before they leave his hands. Always be sure to get the agent to give you a duplicate express bill, which you should send to us on the same day the shipment is made.

BERRIES.—One of the most difficult commodities to handle is berries. They should be very carefully handled, because every little jar that a berry receives starts it along the road to decay. If at all ripe, they are very sensitive and ready to settle, or, as the marketmen term it, "go down." They should be picked and placed in a cool, shady place before fully matured, if possible; a dry cellar is the very best place to keep them. Don't put them in a refrigerator or damp room, as they are sure to mold as soon as being taken out. As a rule, under present conditions, berries cannot be shipped any great distance to advantage, and in any case, fast handling is necessary. There is no use of trying to ship berries that are over-ripe; they simply won't stand up long enough to get you a decent price. Weather conditions enter so

largely into the results obtained by berry and fruit growers, that there is no way of eliminating the chances that must be taken.

FAMILY AND COMMUNITY CANNERIES.—All of the perishable fruits of the farm, with the possible exception of apples, must be disposed of within a very short time after maturity. It has well been said that during three months of the year all of the berries and fruits raised must be marketed, so that the consumers can enjoy these fruits for nine months of the year. To our mind, there is but one possible way out of the difficulty—community, Arbor or family canneries must be used. Several reliable companies are manufacturing canning outfits which are sold at very reasonable prices. They have been tried out by government experts, and are satisfactory in every way. We shall be very glad to co-operate with those of our readers who are anxious to establish these canneries, and believe that we are in a position where we can find an outlet for all canned goods that are first-class and put up in marketable shape.

VEGETABLES.—Only in rare cases can shipments of vegetables be made to distant markets profitably. Upon the freshness and appearance of vegetables depends the sale. Nearly every large city has its truck-gardeners, who live so close to the city that they can haul in their commodities during the night and have them fresh for the morning market. Farmers living at a distance from the city cannot compete with this class of vegetables. No matter how nice your shipment appears when started on its journey, it loses its freshness and crispness before arriving in the market, and as a consequence, we are obliged to sell it at a price that does not give satisfactory returns.

CHERRIES, PEACHES AND PLUMS.—There is always a good market for cherries, peaches and plums, and we can handle shipments in any market to good advantage. The

only thing necessary is to have a uniform grade, put up in the proper sized packages. Make the shipment look as inviting as possible—leave the small, unripe fruits at home. It is never advisable to ship perishable products without first getting some idea of market conditions. A warm, gentle rain will ripen enough fruit of any kind to flood a half-dozen markets; therefore, you are liable to ship to an overcrowded market and lose your profits. This is another argument for the home or community cannery.

APPLES—*A Word About the Sorting.*—There is no reason why you cannot put up a barrel of apples uniform in size and quality, so that it will bring a top-notch price on any market. Remember, it is no trick to pull a stave and see just what the center of a barrel of apples looks like; no trouble to open the opposite end. The farmer who attempts to fool some one else with a barrel of apples, is sure to find that he is fooling himself. Let's make the package right all the way through, then no one will be disappointed. It is well to inspect your apples carefully and see about how many grades you can make to advantage. Possibly you have a percentage of fancies, but not enough to bother with. The fancy stock put in with your No. 1's will possibly net you more money, and make your No. 1's better at much less expense and labor. The fancy grade is made up of large, uniform apples, and the color should be high. No. 1's should always conform to a certain size limit, not strictly uniform, but not to go under a certain size, and should be free from defects of any nature. No. 2's should conform to about the same size as the No. 1's, but may take on some defects. This is really where the grading comes in. A mistake is made by almost every one puts up apples, of dumping all that will not go in with the No. 1's in with the No. 2's. This is not right, and will hurt your sales. A good, well-packed No. 2 is desirable, and will bring good money at any time. The percentage of strictly

No. 1 apples is getting pretty scarce; therefore put the No. 2's up in the best possible manner, as the money-making proposition for you.

PACKING.—First sort out your facers, which should be apples of good quality, size and color, about the same as the rest of the barrel is intended to be. Place a layer, stem down, over the head of the barrel, which is, when packing, the bottom. This layer needs to be put in very carefully; don't drop them any farther than absolutely necessary. Proper handling is what makes them keep as well as any other one feature. Use a clamp so that they will be tightly packed; otherwise in shipping they will get badly jammed.

COLD STORAGE.—Many fruit growers are anxious to take advantage of cold storage warehouses. We are pleased to say that we are in a position to help you in this direction, and if you will put up your apples properly, you may ship them to use and we can have them stored for you. Join with your neighbors, put up a carload of your best fruit, let us put it in storage for you, and you will be in a position to get the top-notch price later. Of course, you take a chance on the price where you put fruit in cold storage, but remember, that is just what the dealers do, and they are usually ahead in the game. We will keep you advised as to the prices offered for your apples while in storage, and advise you if we think it best to sell. Cold storage rates are very reasonable, your shipment is absolutely secure, and if you want to experiment a little in this direction, all you have to do is to write us.

Poultry, Butter and Eggs

THESE shipments should be come by express, especially during the warm summer season, and we can always get you a good market. It is a fact that many times in a local community there is a better demand for butter than you will find in the city, because of the fact

that many of the farmers take their milk or cream direct to the cheese and butter factories. It is well, therefore, to watch our weekly prices and make shipment only when there is a profit in doing so. The express companies give a special rate on butter and eggs, and return all shipping crates or packages. Get information from your local express agent, deduct the cost of express from the prices we quote you, and if you figure there is a margin of profit, send along your shipment.

POULTRY—HANDLING AND PREPARATION FOR SHIPMENT—A FEW SUGGESTIONS.—Every farmer keeps a certain amount of poultry. True, many keep a flock of sufficient size only to furnish eggs for home consumption, but a great majority of farmers expect and receive splendid returns from their poultry yard. We would advise the farmer who expects to market his poultry to raise the larger breeds, which are in splendid demand on any market So much has been written with reference to the care of poultry, that we shall confine ourselves to the sales end of the business.

PREPARING FOR MARKET.—In preparing your flock for market, it will be well for you to confine them in quarters not too roomy; give them plenty of fresh water, good sound, clean corn, a mash every second or third day, some green stuff (grass clippings, cabbage or anything you may have) occasionally, and be sure that the quarters are clean. It will pay you well to have your fowls good and fat before they are shipped—the Detroit market especially demands fat poultry, and fowls in good condition always bring top-notch prices.

SHIPPING CRATES.—If you are going to ship direct, you should be the owner of a regular reinforced, ventilated shipping crate. We would suggest that at the next meeting of your Arbor you make up an order for at least one coop for every farmer who is a member of your Arbor. The regular coops are light, well made, and you will save many

times the price by having one on hand when you want to use it. If your local dealer does not handle shipping crates, write us, and we will tell you where you can get them.

GETTING READY FOR SHIPMENT.—Feed and water your poultry before they are placed in the shipping crates. Whole corn or grain should be used at this feeding. Don't excite the fowls in getting them ready for shipment. Take them off perches at night, if you can do so. A coop of poultry where the fowls are excited and nervous, having been chased and caught and put in the coop, will shrink 50 per cent more than if the fowls had been handled carefully and started off quietly. Remember, every little thing that you do along this line helps the salesman at the receiving end to get you the top-notch price. The shrinkage feature is one that all shippers have to contend with, and you should do all you can to prevent this. The number of fowls to put in the coop depends on the size of the coop and the fowls as well; you must use your own judgment; it is a mighty poor policy to crowd them. Have room enough so that they can sit down and ride comfortably; if you crowd the coops, you will have dead fowls, which means a total loss. Usually twenty fowls of the average size will fill the regulation shipping crate.

WEIGHING AND BILLING.—Always weigh your shipment before you leave the express office. Place the empty coop on the scales and take its weight; this is called the tare. Put your poultry in, and when you have the coop filled, take the total weight; this gives you the gross weight. The weight of your poultry is the difference between the two weights, which is the net weight. If you have a pair of platform scales in the barn, fill your coop on the scales; if not, you can weigh the coop at the express office, and when you return it take the second weight. Be sure that your invoice shows these weights, the number of fowls in each coop, etc. Keep the express receipt given you, put a tag on the end of the crate,

never on top where it will be rubbed off, and be sure that the tag shows your name and address. Better order your tags from us, as our regular tags have spaces for all this information.

BROILERS FIND A READY MARKET.—Broilers are ready for shipment at any time after they weigh from one to two pounds, and at these weights they will bring the best prices. Regular chicken coops may be used for shipment, and we would advise paying a little extra express on the regular shipping crate, than to put them in a lighter box where there is danger of their being suffocated. There is money in raising broilers, and where an incubator is used, they can be raised in sufficient quantities to turn a good profit. There is always a good demand. Prices and other information will be furnished upon request.

DRESSING POULTRY FOR THE MARKET.—Don't figure on shipping dressed poultry only at special seasons of the year; you are going to be the loser if you do. Poultry can, however, at certain seasons of the year be dressed at a profit, and we give you a few simple suggestions as to preparation for the market: Hang bird up by the feet, break the neck by bending straight back over the first finger; take large pocket knife and stick through under side of neck just back of the head. Let hang until there is no question about their being dead. Scald in water that has been heated to almost the boiling point, dipping three times in this water. Pick quickly, being careful not to break the skin. When picked, re-dip in the same water about fifteen seconds. This will plump them up and a much better appearance is the result. Next, place in a tub of cold water until thoroughly cooled out, then put them on a board so that they will dry thoroughly. When dried sufficiently, they are ready to be packed in barrels or boxes. Place a layer of paper between each. Weigh box before you put the poultry in, then after the shipment is

ready, count the fowls also. Just under the cover of the box or barrel, place a slip showing how many pounds there are, gross, tare and net, and how many head. Don't do one thing in dressing but to take the feathers off. Handle the poultry carefully, making the packages look neat and tidy.

If You Must Sell Veal Calves

JUST A WORD ON THE SIDE.—If we could tell you the number of calves that are killed each year and sold for veal, you would be surprised. It is a fact generally known and very seldom denied, that the farmers of this country are not only depleting their farms but losing money every year by selling their calves for veal. Many people are asking for a law which will prevent the killing of calves under one year of age. The suggestion of such a law seems absurd, and yet, unless something is done to stop the wholesale slaughter of young animals, such a law may be necessary. You had better think over the proposition very thoroughly before deciding to kill and ship your veal calf.

PREPARING FOR MARKET.—If the killing is to be done in the summer months, when the weather is naturally hot or muggy, you should invariably use the evening hours to kill. At this time of day the weather is the coolest, and therefore the most favorable. Knock down with a hammer or axe, by a sharp blow just a little above the center of the eyes. Turn the head bottom or throat side up, cut throat crosswise deep enough so that the blood comes very freely—don't be afraid of cutting too deeply, just so the skin holds together on top is all you need to look out for. When thoroughly bled, start to skin, taking the back legs first. Run the point of your knife up the back side of the leg as far as the knee or gambrel joint (first joint), skin out the leg so that it can be cut off at this joint (first joint)—do not skin

any farther than necessary to cut off. When both legs are so fixed, take the point of your knife and stick through just above the hock joint; make incision just large enough for your gambrel stick to go through. The old way is to skin over the joint, in which case the skin is left loose and makes a good place for flies to blow. Leave the loose skin hanging; do not tie up any loose skin anywhere on the veal. Skin out the front legs to the knee joints, cutting them off; skin out the head, cutting off at first neck joint. You are now ready to hang up. Remove all the entrails excepting the kidneys—liver, lights and heart should be taken out. The carcass should be opened up the entire length. Be careful in splitting the hip and also the breast that you are exactly in the center. The entrails now being all out, start at once to wipe out the carcass with a clean, dry cloth—do not use any water. When thoroughly wiped out, the carcass needs nothing more. Let the carcass hang over night, so that it will be thoroughly cooled before being shipped. Get the animal heat out before you attempt to move the carcass; if handled before, it will almost surely sour. Remember this.

PREPARING FOR SHIPMENT.—Your veal has hung over night and is now ready for shipment. Don't sew it up—don't tie it up in a sack—don't do a thing to keep the air away from it. Between the hips place some coarse brown paper—the division in an egg case is the best—this acts as an absorber, and does absorb all the moisture that naturally accumulates, and leaves the meat dry and fresh when it arrives. This sweating, and confinement of the same, is what does the damage, by causing the meat to sour. By keeping the meat dry, it will last a long time. Tie the legs together so that the paper or card-board will stay in place; tie the front legs together also; this does not exclude the air, but does protect the carcass against dirt.

MAKING THE SHIPMENT.—After the veal is ready for shipment, weigh it so that you know what the actual weight is when it leaves your place. Don't guess at it on the start, or wonder at the weight on receiving returns. You must have the weight in order to send us an invoice of the shipment, and this we must have. We insist on it. Give the agent the weight; he will make out an express receipt for you, which you should retain or send along with your invoice on the shipment—the latter is really the proper thing to do. We then have a complete record of the transaction as made with the carriers. Have your express receipt read: "With liver," then if some one steals it, or it is lost, we have a chance for a claim and a good support in the way of your receipt.

Dressed Pork

DRESSING.—Practically every farmer is able to dress hogs ready for any market. It is a fact that many of the shipments received from farmers are in better shape than those sent out by experts in the larger slaughter houses. The farmer takes more pains in scalding and removing the hair, and therefore their shipments of pork usually bring top-notch prices.

SHIPPING DIRECT.—Through the regular shipping months of the winter, there is no reason why the average farmer cannot prepare and ship his pork to this or any other market and make money in the transaction. It is not advisable to ship pork, even in a refrigerator car, during the summer months. We would advise you to consider local conditions very carefully before making your shipments. We have found many instances where the local marketmen have tried to break the price, and that pork was selling at ridiculously low prices in the smaller towns, and at the same time bringing a top-notch price in the city. This is a

time when the Central Clearing House can do you the most good. See that your dressed hogs are in nice shape, and get them in a good, clean car, if possible. It is expensive to do the carcass up in sheeting, but when this is done, there is no question as to the appearance of the shipment when it reaches the market.

Any other information desired with reference to this commodity will be cheerfully furnished.

Dressed Sheep



UR EXPERIENCE.—Our experience does not prove that shipments of dressed sheep cannot be made in a satisfactory manner, especially on basis of preparation. The main trouble seems in getting the pelt off without tearing the meat. Here are a few general suggestions in the way of dressing:

PREPARING FOR MARKET.—Bleed by inserting knife just behind ear and through neck. After thoroughly bled, start on front feet, cutting skin down legs to neck; cut front legs off at first joint, below knee, after which you will have point on breast from which you can strip skin about ten inches back. Then start on hind legs; cut skin down back of legs to tail; cut legs off at first joint above hoofs; now raise skin at point where leg incisions meet; then tie legs together and hang carcass. Now cut skin from hind legs to neck, and after loosening skin with knife from two to four inches, same can be easily removed with your fists. Use care not to tear meat. Wash carcass well before opening. Insert knife in rectum, cutting same loose; open carcass and remove all entrails except kidneys; wash well inside. After thoroughly cooled off, wrap nicely with paper, then in burlap or factory, which should be sewed carefully to prevent meat getting soiled, and ship by express.

Lambs Should Be Nicely Dressed

A FEW POINTERS.—The general dressing is the same as for sheep, the differing feature is that the lambs should be "back-set;" feet left on; also skin about one-half way up to knee joint. When skinned and carefully dressed, as far as is done with sheep, the feature of back-setting is started: Suppose the lamb is hanging by back feet on a hook with back to you; take an ordinary stick ¾-inch through, pine, sharpened; take this stick in your right hand, sticking the point through the edge of the flank piece, up by the first rib; now take the stick in your left hand, run it diagonally across the back of the lamb to a point in the flank as low or as close to the ham as possible; stick through the edge at this point the same as at the point at the rib. Take another stick of the same length and do the very same on the opposite side. Now take some skivers or small sharp sticks and fasten the thin fatty coating or lining over this surface. When cooled thoroughly, this will have a mottled appearance and make the carcass look (in the eyes of the butcher) artistic. The trouble now is to get the same to market without getting these fixings torn and out of condition generally. It is really quite impossible to get them through in good shape; sometimes they will have only the covering out of place or torn badly—this really does not do any particular damage, except to the appearance. Wrap the same as sheep.

Live Stock in Carloads

THE LOCAL BUYER.—In these days of organization, the local drovers of a given community are very likely to get their heads together in order to manipulate prices. The average farmer has but a few head of live stock ready at a given time for the market, therefore he is absolutely dependent upon the local drover

when it comes to the naming of prices. He cannot reach the distant market unless he ships a carload, and this is practically impossible for the individual. Not so, however, with the members of the Gleaner organization, who are in a position to get together and ship their live stock in carloads. We are in a position to help you out in that direction, and would suggest that you write us for full information with reference to carlots and mixed carlots of live stock. Very often a mixed carlot will bring a top-notch price, if we can get in close touch with the shippers. This is a feature that can be very nicely worked out, if those united with our organization will get together. Whatever profit has been going to the drovers and commission men in your vicinity can be turned into the farmers' pockets.

Making Express Shipments

IT IS very important that you prepare your shipments along the lines of the suggestions contained herein. Always consider the weight and the strength of the package to be used. Don't use a package of excessive weight, but be sure that it is strong enough to safely carry whatever you have to ship. Now take your shipment to the express office, and remember to get the special rate on certain farm products. Weigh your shipment, and have the express agent give you an express receipt. He is required to give you a copy, which you should send to us with your shipment. If you do this, then we can immediately trace the shipment; otherwise it might go astray and be hard to locate.

Let Charges Follow

IN MAKING shipments by express, let the express charges follow, otherwise you are liable to get into trouble. For some reason, the express companies don't seem to be able to inaugurate a system

through which errors may be avoided, and the government records show that thousands of dollars are paid to the express companies through the payment of double charges; that is to say, both the receiver and the shipper pay the charges. If you let the charges follow, the cost of the express is taken out of your remittance.

Local Freight Shipments

IN PREPARING shipments to go by freight, use every precaution to have things in good shape. Remember, the shipment is liable to be roughly handled in being transferred from one car to another, and it is quite difficult to get damages from the railroad company, without delay. If you are shipping in bags, be sure to see that they are tied up carefully, as it is an easy thing for bag strings to become untied. Tag every bag, and write the name and address plainly. Remember your name and address, as well as ours, should appear on the package. If you are shipping boxes or barrels, have them in good shape, and be sure that the tags are put on so that they cannot come off. Have your freight agent make out a shipping bill, and send us a copy for your protection. Remember, the agent is in the employ of the railroad company, and as the railroads are common carriers, the agent is a servant of the people. If he does not give you courteous treatment, and help you out in making shipments, we shall be very glad indeed, to take the matter up direct with the officials of the company for you.

Send An Invoice With Your Shipment

ALWAYS send an invoice covering the shipments you are making, and on that invoice state just what you are sending—the quality and quanity, number of packages, pounds, etc. In fact, give every feature concerning this particular shipment. Remember, the more

attention is given to details at your end of the line, the easier it is for us to handle your shipment and give you prompt returns.

All business, in the final analysis, is made up of a multitude of details. In the handling of farm products, always two, and many times three or four persons have a hand in the transaction; therefore it is quite necessary that detailed information be in the possession of the shipper and the receiver. Oftimes we think it unnecessary to explain little details with reference to a shipment, or to keep a record of some of the minor details of the transaction. Such is the case provided the shipment goes through in the regular way, but there are many chances to take—delays in transit, wrong consignment, damages, errors in delivery, etc. When these mistakes occur, it is quite impossible to trace the shipment, to recover the proper damages, or to locate the real cause of the trouble without just such details as we have suggested in the previous pages. Possibly you may feel that the details are so numerous that it hardly pays you to make your shipment direct. Remember, Brother, that if there is a business end to farming, that business should be conducted just as carefully and thoroughly as the business of the manufacturing institution in your near-by village. In making the first shipment, the whole plan has to be learned, and many times vexing circumstances will arise which will discourage direct shipments, and to this very fact can be attributed the success of the local dealer, who attends to the details and pockets the profits gained through the transaction. Marketing the products of your farm is an essential function of profitable and successful farming; you can't get around it, and you shouldn't try to.

Our First Journey to the Market Place

OUR FIRST JOURNEY to the market place was beset with many difficulties. But we came down the broad highway, straight as an arrow, to the consumers' market. True many obstructions were placed in our paths; but let us remember that we have absented ourselves so long from the market place that our presence there is unlooked for, and a horde of middlemen—of our own making—are there, firmly established, and quite unwilling to return to the farmer that part of the business which they now claim by the right of possession. Doubtless you have noticed that at each turn in the road we have passed the sign-board which pointed to the highway which leads to organization and co-operation. Try as best we can no other road will so easily carry our loads; no other avenue leads directly to the consumers' market. True, as has been shown by the actual results obtained, the individual can get within the city gates, but he meets organized opposition at the market place—and the one effectual weapon against organized greed is organization.

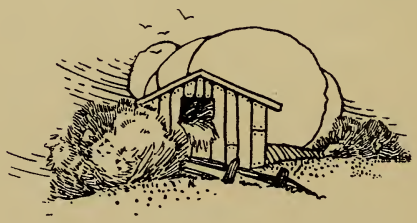
Many farmers hesitate in making direct shipments because of the difficulties and the chances of loss. And yet these same farmers take the products of their farms year after year to the local buyer, who makes his shipments direct to the same markets which the farmer might have reached direct. True, you do take a chance in making direct shipments. No business can be conducted without the element of chance is taken into consideration. My farmer friend, your's is a business in which chance figures constantly. The excessive rains, the drouth, the late and early frosts, poor seed, poor catch—from springtime until your products are dumped into the middleman's hopper—you are dealing with chance.

You are not always successful with your crops. Certain years your profits are large; other years you figure but a living wage. In considering the question of handling the business end of your business, you must take into consideration the fact that taking year after year, the local elevator man makes a good, clean, satisfactory profit. And, remember ,too, that before he can make a profit he has to not only make his own living, but must pay his help, his taxes, his insurance, his freight—all of the expenses of operation. Every dollar that he makes above the actual expense of operation belongs to yourself and your neighbor. The elevator man performs no service for you that yourself and your neighbors could not perform for themselves. The elevator man does not take your raw material and make it up into a manufactured product ready for the retail trade.

The elevator man, the local produce dealer, simply handle your products. You dump your wheat into the hopper; it is weighed and elevated into the bins. There it remains until it can be sold at a profit, and then the spout is attached and it runs into the car. When filled the car is shipped to the distant market, and arrives there in the same condition as when dumped into the hopper from your wagon. True, with some commodities, the elevator man puts on the finishing touches; picks the beans, screens the wheat, or sorts the potatoes, but when this is done it is for the purpose of securing better prices, and the preparation does not involve a single operation that can not be performed by the unskilled.

The business farmer bravely faces the problems of today. With the returning dawn, he buckles on his armor, and presses on. The difficulties disappear, as he comes nearer and he finds that after all, it is but a problem of "working together," of "uniting for the common good"

that he has to solve. I make the prediction that the farmers of 1920 will look back with amazement upon the business methods in vogue on the American farms of today. They will wonder that you and I, struggled to raise greater crops, fought, worked and prayed for the solution of a problem—when its solution awaited us at our neighbor's door. This little work is far from complete, yet lays the individual foot stones leading away from present market conditions. For the final solution, for the complete volume, we must await the coming of that day which is fast approaching, when the farmers of the nation shall catch step, and march forward under the banner: "Each for All, and All for Each."



PART II.

Your Farm is Your Factory—Caring for the Sales End of the Business



HE FARM IS A FACTORY. Let's get a little nearer home: **Your farm is your factory.** From the annual output of that factory, you must figure a sufficient revenue to care for the cost of labor, a reasonable interest on your investment, the over-head expense, the wear and tear on your investment in farm machinery, and sufficient profit to provide your family with the necessities, and at least some of the luxuries of life. You are in the manfuacturing business just as surely as are Johnson & Brown, the wagon and carriage manufacturers.

They have money invested in a manufacturing plant—so have you. They have money invested in machinery, useful only in the manufacture of wagons and carriages; you have money invested in machinery useful only in carrying on the business of farming. They employ labor in their factory; you employ labor upon the farm. They have what they call over-head expense, which includes a sum sufficient to cover taxes, insurance and all incidentials, such as losses through bad accounts, etc. You have taxes and insurance and losses through unfavorable weather conditions, poor seed, etc.

Thus you will notice that the same elements of expense which must be carefully figured and cared for by the successful manufacturer, must be as carefully figured and considered by the successful business farmer. And the successful manufacturer figures these elements of expense very carefully, arrives at his totals, and then adds a reasonable (we hope) profit for himself and his company, and cares

for the aggregate total annual items by spreading the entire budget over the annual output of his factory. Every wagon every buggy, every automobile, every stove—everything manufactured must carry in the wholesale price, a sufficient sum to cover the cost of raw material, labor, overhead, wear and tear—its proportionate share of every item of expense of every name and nature.

Otherwise, how could the manufacturer arrive at the wholesale price for the products of his factory? Thousands of idle factories bear mute testimony to the fact that men have tried to manufacture a product without taking these important elements into consideration. You will note that I have referred only to the wholesale price, the price that the manufacturer receives. The retail price is a horse of another color. Before we get to the consumer's or retail price, we must add the cost of transportation, the retailer's profit, his overhead expense, etc., to the wholesale price. But we are not figuring on your reaching the consumer direct—not yet; we are going to journey right along with the manufacture as far as we can.

But right here do our paths divide. The business farmer takes all of these elements of expense into consideration. He knows what every bushel of wheat, oats or corn; every pound of butter, beef, pork—everything manufactured in or on the farm factory, has cost him. He also knows what the wholesale price should be in order to carry these elements of cost, and when the finished product is ready for the market, he adds all of these items of expense, then figures a reasonable profit, because as a manufacturer he is entitled to the first profit, and places his products upon the market at a price commensurate with the labor and expense involved.

Not he! He has nothing whatever to say regarding the

price he shall receive for the products from his farm factory. He has been instrumental in manufacturing a few hundred bushels of grain or potatoes; perhaps a car of some given commodity, usually less, which he takes to the local market and asks the buyer, "What is wheat, oats or pork worth today?" The question of cost is not for a moment considered; the only question asked is, "What will you pay?" And if the price is not satisfatcory, the farmer has the privilege of drawing his manufactured article back to the factory to watch the fluctuations in the tide of prices which ebb and flow at the command of the horde of gamblers who deal in futures.

The farmer should have—must have today—the benefit of the "supply and demand" prices of the world. Let's not throw brick-bats at the local farm produce dealer. He is handling the business end of the farmer's business simply because the farmer has neglected or refused to handle the business end of his own business. Naturally, what we neglect to do, others will do—if there is money in it. So the local elevator men have organized; the local produce dealers have a "gentlemen's agreement" and UNPROFITABLE COMPETITION has been done away with. Not a half-dozen dealers bidding for the manufactured products of the farm—just one or two, or three, and a good understanding guarantees a profitable business.

But what of that farm factory and its products? Simply a game of chance, with every element of business removed. Is it any wonder that the boys are leaving the farm, and farmers with business ability are striving to get into a business where they can at least be sure of a living wage for the labor and service they perform? Naturally we are all land animals, and traders by instinct. Business is an American

game, played to the limit in nearly all lines. Men like barter and exchange—they like to do business. But under present conditions, the American farmer is entirely barred from this game. Perhaps he might be satisfied with a handicap, but he can't see any reason why he should be barred entirely.

You ask me why the "Gleaner" plan does not include purchasing general merchandise. My answer is that tens of thousands of local dealers who are handling general merchandise are obliged to meet the same changed trade conditions as confront you. Through organization, great department stores have been established. Under one roof almost every need of mankind may be supplied. By handling a greater volume of business, a saving is effected, and the price to be charged by the little dealer must conform to that established by the greater organizations. Even a more potent factor in keeping the profits of the average small dealer within circumscribed limits, is the fact that there have grown up in this country the greatest mail order houses in the world. Today, through the assistance of Uncle Sam, the farmer living in the most remote part of the United States has upon his table a complete merchandising catalog. Within the covers of that catalog will be found illustrations and descriptions of everything he may need indoors and out. Prices are quoted; everything is arranged to make it easy for him to send his order. He can reach to their shelves if he desires, through Uncle Sam, and soon become the possessor of anything he may need at prices figured upon a basis of the volume of business handled.

So long as these great mail order houses are doing business they wield the "big stick' and there is no possibility of the local dealers getting their heads together and boosting prices. The local dealer pays taxes for the support of the village, county and state government, he erects build-

ings, improves the market place, and thus in a measure enhances the value of every farm in the community. The little village as a market place is an American institution which must survive, and the "Gleaner" plan in no way interferes with the growth and stability of the rural village. The "Gleaner" plan seeks to handle the farmer's business only, and thus presents an equitable proposition that will be a factor in the future stability of the farming community. If every farm elevator in this country were owned by the farmers, and every local produce buyer were a farmer handling produce for the farmers, the local market, the little village, the manufacturer and the dealers of the great cities would be beneficiaries, in a measure, of this equitable system of handling the business of agriculture which would bring to the farmer the profits that have heretofore accrued to a horde of middlemen, who are not producers—merely drones in the hive of industry.

The problem which confronts us, then, is the sales end of the farm factory. Not a great problem to solve if the farmer once recognizes the importance of caring for the business end of his factory. It is with no slight degree of pride that I present for the consideration of the progressive business farmers, the "Gleaner" plan of handling the output of the farm factory. We are no longer obliged to suggest to the farmer what he should do, but we are in a position to tell him what we can do for him. Three different propositions are presented for your consideration: First, the "Gleaner Farmers' Elevator," which requires organization, co-operation and a reasonable investment. Second, "The Local Gleaner Clearing House." This plan suggests voluntary organization, through which joint sales from many farm factories may be cared for. Third, "Individual sales from the individual factories, all through a central organized sales agency."

The Gleaner Farmers' Elevator

EVEN elevator owners acknowledge that the farmers should own the local elevator. There is no reason why the farmers of any given community should be obliged to deliver their produce to the elevator situated in the nearby town, and turn the same over to a second or third party, who can perform no service for the producer that he cannot economically and satisfactorily perform for himself. This is a part of the farmer's business, and the most important part. The Farmers' Elevator performs a double function: In the first place, the manager of the elevator becomes the farmers' hired man. As manager of the elevator, he is, or should be, closely in touch with market conditions throughout the country, and therefore able to give the stockholders of the elevator reliable information as to general market situation. Under present conditions, the farmer is obliged to depend upon the "made-in-advance" market reports which are sent broadcast by the buyers themselves, and while such reports may in certain cases reflect conditions, it is not to be expected that the buyers at terminal points are going to quote prices or explain conditions that will work to their disadvantage. Second, every cent of profit that is realized from the first handling of the produce of the farm goes into the pockets of the farmers, where it rightfully belongs. It is a well-established business rule that the first profit, by every right, belongs to the producer. The "Gleaner" plan provides for the organization of elevator companies along co-operative lines. Any plan of organization that provides for the distribution of profits on the basis of the amount of stock held, cannot be considered a co-operative enterprise; therefore, Gleaner elevators divide the profits, above a certain interest rate to stockholders, according to the amount of business done through the elevator.

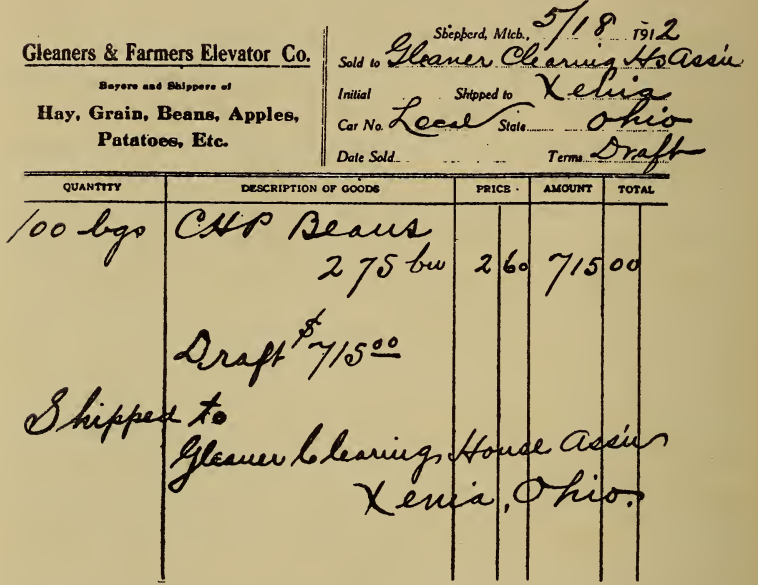
Applications for Stock, Articles of Incorporation, By-Laws, and full information as to the organization of Elevators will be furnished upon application.

The Central Clearing House

THE CENTRAL Gleaner Clearing House Association not only provides a system of handling the business of a local elevator, furnishing blank forms, books, etc., but lends a greater service by performing the functions of a brokerage office in the interest of all associated enterprises. The Central Clearing House, being operated on co-operative lines, merely exacts a sufficient percentage of all sales to pay expenses, and therefore the profits that acrue go direct to the local elevator, where a division is made, and the profits reach the pockets of the individual producers. In order that you may understand clearly the necessity for a Central Clearing House, and the manner in which the business is cared for through this central organization, we will present for your consideration a few facsimiles of transactions that have actually taken place through the Clearing House during the last few months.

The manager of a local Gleaner Elevator Company is expected to keep the Central Clearing House in touch with its local operation. The Central Clearing House is informed as to the quantity, quality and price paid in connection with the different commodities on hand and for sale. With this information, the management of the Central Clearing House, which is at all times in touch with the leading market centers, through its own representatives, endeavors to find the best possible market for such commodities as are offered for sale. When a wire is received, asking for prices on a certain number of cars of any given commodity, the management of the Central Clearing House knows immediately where he can supply this particular demand, and

wires prices to the local association. If the price offered is satisfactory, an acceptance is immediately filed, and the deal closed. A few practical illustrations follow:



Gleaners & Farmers Elevator Co.
Buyers and Shippers of
Hay, Grain, Beans, Apples, Potatoes, Etc.

Shepherd, Mich., 5/18, 1912
Sold to Gleaner Clearing House Assn
Initial Shipped to Xenia
Car No. Local State Ohio
Date Sold Terms Draft

QUANTITY	DESCRIPTION OF GOODS	PRICE	AMOUNT	TOTAL
100 bgs	C.H.P. Beans			
	275 bu	2 60	715 00	
	Draft for 715 00			
	Shipped to			
	Gleaner Clearing House Assn			
	Xenia, Ohio.			

The Gleaner Farmers' Elevator Company at Shepherd, Mich., shipped to the Gleaner Clearing House Association at Xenia, O., 100 bags C. H. P. Beans, 275 Bushels. A draft was at once made out for this amount, which was collected at Xenia, O., before the car of beans was turned over to the purchaser. In this instance, the Central Clearing House Association, having on file a report of the number of bushels of beans on hand in the Gleaner Elevator at Shepherd, Mich., found the sale at the price quoted; the local elevator immediately made the shipment.

The facsimile statement below gives the particulars in a transaction which occurred on May 29th, through the

same elevator company. This was a small local shipment of 25 bags of Red Kidney Beans, which were shipped to the Gleaner Clearing House Association at Cincinnati. Both of these transactions were wholly cared for by the Clearing House, remittances received and returns made to the shippers.

Gleaners & Farmers Elevator Co.

Buyers and Shippers of

Hay, Grain, Beans, Apples, Patatoes, Etc.

Shepherd, Mich. May 29 1912

Sold to Gleaner Clearing House Assn

Initial — Shipped to Cincinnati

Car No. Local State Ohio

Date Sold 5/24. Terms 5 ft

QUANTITY	DESCRIPTION OF GOODS	PRICE	AMOUNT	TOTAL
3625#	Red Kidneys	2 60	162 50	
	25 Bags			
	Draft in full 162.50			

Thru Peoples State Bank Woodward Ave Branch

It is unnecessary to go into details with reference to the "Gleaner" plan of operating local elevators. It is a well known fact that all of the leading elevator companies have their own sales agencies. The local elevator, with but a few hundred bushels of the different commodities to sell, finds it quite impossible to secure a satisfactory market, where the central association, with an unlimited supply at its command, can readily find sales, at much higher prices. It will pay the farmers of any community to establish a local Gleaner Co-Operative Elevator, to the end that they may be placed in a position where they can care for the business end of their very important business.

Local Gleaner Clearing Houses

WHILE the cost of a suitable elevator ranges all the way from $7,000.00 to $30,000.00, it has been possible for the farmers of many communities to organize local Gleaner Clearing House Associations, and conduct their business very satisfactorily, at an actual outlay of less than $1,000.00. This plan provides for the erection of a local Clearing House, or Warehouse, on a convenient railroad siding, in any town or community. The warehouse should be large enough to hold several cars of hay, potatoes, etc. If located in a bean-growing community, it should by all means be equipped with a bean-picker and polisher. While the Elevator is supposed to be open and doing business all the year round, the Clearing House can be operated by one of the farmers, who is expected to be on duty only when shipments are received or made.

The facsimile of an original freight bill which appears below, shows that the Gleaner Produce Company, of Wyman, Mich., shipped on May 17th, 1912, 44,190 pounds of bulk potatoes, to the Gleaner Clearing House Association at Pittsburgh, Pa. The manner of caring for this shipment through the Clearing House Association is identically the same as through a local Elevator: Shipments are made direct, handled by the Central Clearing House representatives, and remittance made to the Central Clearing House, where a statement of the entire transaction is made and a draft immediately forwarded to the local Clearing House Association.

It is well to remember that if a local Clearing House Association is properly constructed, the money expended will prove a profitable investment, because of the fact that if an Elevator is later erected, the warehouse will become a part of the elevator equipment. It is usual to organize the local Clearing House under the State law, the same as local elevators, but in many cases they are merely voluntary associa-

Form 4. 50m Sets 11-08 G. P Co.

PERE MARQUETTE RAILROAD COMPANY.

Shippers No._____

ORDER BILL OF LADING—ORIGINAL.

Agents No._____

RECEIVED, subject to the classifications and tariffs in effect on the date of issue of this Original Bill of Lading,

at Glenner Mar May 17 1912

from Glenner Produce Co. the property described below, in apparent good order, except as noted (contents and condition of contents of packages unknown), marked, consigned and destined as indicated below, which said Company agrees to carry to its usual place of delivery at said destination, if on its road, otherwise to deliver to another carrier on the route to said destination. It is mutually agreed, as to each carrier of all or any of said property over all or any portion of said route to destination, and as to each party at any time interested in all or any of said property, that every service to be performed hereunder shall be subject to all the conditions, whether printed or written, herein contained (including conditions on back hereof) and which are agreed to by the shipper and accepted for himself and his assigns.

The surrender of this Original ORDER Bill of lading properly indorsed shall be required before the delivery of the property. Inspection of property covered by this bill of lading will not be permitted unless provided by law or unless permission is indorsed on this original bill of lading or given in writing by the shipper

*The Rate of Freight from*_____

*to*_____ *is in Cents per 100 Lbs.*

IF Special per	IF Special per

IF Times 1st	IF 1st Class	If 2d Class	If Rule 25	If 3d Class	If 2d 20	If Rule 29	If 4th Class	If 5th Class	If 6th Class

(Mail Address for Bill of Lading)

Consigned to ORDER OF Glenner Clearing House Ass'n

Destination, Pittsburg State of Pa County of

Notify Same

At Detroit State of Mich County of

Route, Penna RR Car Initial PRR Car No. 33008

NO. PACKAGES	DESCRIPTION OF ARTICLES AND SPECIAL MARKS	WEIGHT (Subject to Correction)	CLASS OR RATE	CHECK COLUMN
	Bulk Potatoes	44490		

If charges are to be prepaid, write or stamp here, "To be Prepaid."

Received $_____ to apply in prepayment of the charges on the property described hereon.

Agent or Cashier

Per _____

(The signature here acknowledges only the amount prepaid.)

Charges Advanced:

$_____

Glenner Produce Co Agent.

Shipper.

Per F. W. Johnson J E Arens

(This Bill of Lading is to be signed by the shipper and agent of the carrier issuing same.)

tions, and it is needless to say that they are accomplishing a great good, and aiding the farmer in solving his greatest problem.

Dealing With the Individual

WE have placed the Gleaner Elevator first, because that is the ideal plan of handling the farmers' business in any given community. Through this plan every feature of his business can be satisfactorily and properly cared for. Second in importance, we place the local

PERE MARQUETTE RAILROAD COMPANY.

Shippers No._____

STRAIGHT BILL OF LADING—ORIGINAL—NOT NEGOTIABLE.

Agents No._____

RECEIVED, subject to the classifications and tariffs in effect on the date of issue of this Original Bill of Lading.

at H. Sheeler June 4th 1912

from Owner the property described below, in apparent good order, except as noted (contents and condition of contents of packages unknown), marked, consigned and destined as indicated below, which said Company agrees to carry to its usual place of delivery at said destination, if on its road, otherwise to deliver to another carrier on the route to said destination. It is mutually agreed, as to each carrier of all or any of said property over all or any portion of said route to destination, and as to each party at any time interested in all or any of said property, that every service to be performed hereunder shall be subject to all the conditions, whether printed or written, herein contained (including conditions on back hereof) and which are agreed to by the shipper and accepted for himself and his assigns.

The Rate of Freight from H. Sheeler

to Detroit *is in Cents per 100 Lbs.*

If ... Times 1st	If 1st Class	If 2nd Class	If Rate 25	If 3rd Class	If Rate 20	If Rate 20	If 4th Class	If 5th Class	If 6th Class	If Special Rate	If Special Rate

Consigned to Gleaner Elevating House (Mail Address—Not for purposes of Delivery.)

Destination, Detroit State of Mich. County of_____

Route,_____ Car Initial PM Car No. 2216

NO. PACKAGES	DESCRIPTION OF ARTICLES AND SPECIAL MARKS	WEIGHT (Subject to Correction)	CLASS OR RATE	CHECK COLUMN
41	Sheep	14000		
	Contract Issued			
	G.L.+C.			

If charges are to be prepaid, write or stamp here, "To be Prepaid."

Received $_____ to apply in prepayment of the charges on the property described hereon.

Agent or Cashier.

Per_____

(The signature here acknowledges only the amount prepaid.)

Charges Advanced:

$_____

Per John A. Staker Shipper. Per L.A. Dygert Agent.

(This Bill of Lading is to be signed by the shipper and agent of the carrier issuing same.)

Gleaner Clearing House, because through this the farmers can carry on their operations advantageously and thus effect a material saving in the cost of making individual shipments. However, the needs of the individual have been cared for, and through the "Gleaner" plan we can protect the interests of the individual farmer.

The above facsimile of an original freight bill shows that on June 14th, 1912, John A. Stake, of Wheeler, Mich., shipped by the way of the Pere Marquette Railroad, a car-lot of sheep, these being consigned to the Clearing House Asso-siation at Detroit. When this shipment arrived in Detroit, it was immediately cared for by a personal representative of the Gleaner Clearing House Association. The sheep were sold and returns made to this individual shipper.

The statement below, a facsimile of the one sent to Mr. Stake, shows every phase of the transaction. You will note that he received in payment the Gleaner Clearing House

Gleaner Clearing House Association

RECEIVERS OF FARM PRODUCE
Specializing in Car Lots of
HAY — GRAIN — POTATOES

DISTRIBUTORS OF
Coal, Fertilizer, Paris Green, Flour, Seed, Cement, Binder Twine, Feed, Oil, Shelled Corn, Etc

Lot No. 2 5 4 Arbor Detroit, Mich. June 6 1912

Sold for account and risk of John A. Stake

Received PM 2216 Address Wheeler. Mi

	COMMODITY	GROSS	TARE	NET	PRICE	AMOUNT
1	Car Sheep	31	4 Thus	3140	6½	204 10
		1	ewe	120	4	4 80
		9	Lambs	460	8	28 80

Freight	17 67	TOTAL RECEIVED		237 70
Cartage Handling	10 00	TOTAL DEDUCTIONS		27 67
Non-Co-operator's Commission		NET PROCEEDS		$210 03
TOTAL DEDUCTIONS	27 67	CHECK HEREWITH No.		

If name of Arbor does not appear on tag or invoice you are charged with non-co-operator's commission. If necessary to communicate concerning this shipment, please refer to lot number given above.

Remarks: Our Ck # 3189 $210.03

check No. 3189, for $210.03. Here you have a very simple transaction, which connects the individual shipper with the Central Clearing House, and shows how easily such transactions can be cared for.

Detroit, Mich., June 6 1912

Gleaner Clearing House Association

PURCHASED FROM
Arthur Winfield
Sault Ste Marie Mich

NATURE OF SHIPMENT
Commodity Hay
Amount 24566
Local Market Not Sat.
We Guaranteed Consignee

SHIPPED TO
Gleaner Clearing House Association,
Pittsburg, Pa.

We aim to place the individual shipper in a position where he can use his own best judgment as to the market in which he wishes to dispose of his products. Weekly market reports, that are absolutely correct, made and secured from inside information as to the supply and demand, are sent to all Gleaners. If the local dealers get their heads together and will not pay what a certain commodity is worth, the Clearing House Association stands by ready to act as a medium through which the individual can reach a market where the price is satisfactory.

Detroit, Mich., May 20 1912

Gleaner Clearing House Association

PURCHASED FROM
Wyatt E. Brown
Mt Pleasant, M.

NATURE OF SHIPMENT
Commodity C.H.P. Beans
Amount 25 bags
Local Market $2.30
We Guaranteed $2.60

SHIPPED TO
Gleaner Clearing House Association,
Kingston N.Y.

On June 6th, 1912, Arthur Winfield, of Sault Ste. Marie, not being satisfied with the local market, shipped to the Gleaner Clearing House Association at Pittsburgh, Pa., 24,560 tons of hay, and you will find, by tracing this shipment through, that the sale was made and a remittance sent direct to Mr. Winfield, at a price above that offered in the local market.

A different phase of the situation is shown in the transactions which follow, which were taken from actual records of the Clearing House Association: Wyatt E. Brown, of Mt. Pleasant, Mich., shipped 25 bags of beans to the Gleaner Clearing House Association at Kingston, New York. These were sold in the market, and remittance made direct to the individual. This transaction, briefly stated, shows that Mr. Brown was offered $2.30 per bushel for 25 bags of beans; he communicated with the Clearing House and was guaranteed $2.60. Shipment was made to the Gleaner Clearing House Association, and the records show that he received that advance over the local market for the shipment.

Detroit, Mich., May 9 1912

Gleaner Clearing House Association

PURCHASED FROM
F. W. Town
Harrison- M

NATURE OF SHIPMENT
Commodity 1# Beans
Amount 25 bags
Local Market $ 1 25
We Guaranteed $ 2 28

SHIPPED TO
Gleaner Clearing House Association,
Hancock- Mich

The next transaction shows about the same discrepancy between the price offered by the local elevator man and the price that should have been paid. Mr. F. W. Town shipped 25 bags of No. 1 Beans to the Gleaner Clearing House Asso-

ciation at Hancock, Mich. These sold at a price which netted Mr. Town better than $2.28 per bushel.

The progressive farmer of today is not satisfied with suggestions or mere plans—he wants definite information. He realizes that he has problems; he knows that he cannot solve them as an individual, and therefore he is looking to a solution of his problems through organization. A local organization is a failure without a central organization, and a central organization that fails in its mission to care for the wants of the farmer in every line, falls far short of accomplishing all that should be accomplished. After eighteen years of organization, we have reached a point where we are in a position to join hands with the progressive farmers of any community, and direct them to the world's best markets. Knowing that organization is necessary, we strongly advise Gleaner organizations in every community; but desiring to be of assistance to farmers everywhere, our plans provide assistance for the individual, until such time as he may be able to unite with his brothers and solve the problem of handling the business of farming.

Getting a Square Deal

YOU know that you will get a square deal through the Central Clearing House. Nineteen years of continuous service has proven the standing and reliability of those in charge. Perhaps, however, you may hesitate about shipping for fear of not getting a square deal at the other end of the line. Remember, first that our representatives in the market centers are square, honest thoroughly reliable and financially responsible. During our business experience we have yet to record the first loss. But you have another safeguard: We require the official inspection of every shipment at terminals. Every transaction is straight and clear; we leave no chance for a question as to the validity of any transaction.

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